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Index



CATALOG and PRICE LIST
for
SPRING and FALL 1950
— NORTHERN GROWN PLANTS —



The above picture shows the Streamliner Everbearing Strawberry. These berries brought 40 to 50 cents per pint box wholesale because they ripen in August and September when everbearing varieties were the only strawberries in the market.

INDEX

General Information	Pg.	Description and Prices	Pg.
Certificate of Inspection	4	Asparagus	22
Ordering Instructions	5	Blackberries	19-20
Order Blank	26	Blueberries	20
Strawberry Culture	12	Grapes	21
Strawberry Barrel	15	Raspberries	17-19
How to Reach Our Farm	28	Strawberries	6-27

Walter K. Morss & Son

Telephone Haverhill, Mass. — 2-7217

MAIL ADDRESS

R 3, BRADFORD, MASS.

1950 CATALOG

Walter K. Morss & Son, R 3, Bradford, Mass.

We wish to extend greetings to old customers and to you who will be customers for the first time. Since 1923 we have been specializing in small fruits, selling only the varieties we know will give the best results.

If you are in this neighborhood we will be glad to show you our plantings so you may see at first hand how your plants are grown.

During the month of July, a most beautiful sight is several thousand cultivated blueberry bushes in bearing.

The present outlook indicates a short supply of many varieties on account of the severe drought during the summer of 1949. Would advise placing your order early to make it secure.

WALTER K. MORSS & SON



Gathering Sphagnum Moss in New England meadows is a slow and difficult task.

We have always managed to get enough to pack and ship our strawberry plants in. There is nothing better to insure your plants arriving in good condition.

DEPENDABLE PLANTS AND INFORMATION

Our stock is healthy and vigorous, grown under ideal soil and climatic conditions. In our description of varieties we mention the better qualities, also any unfavorable qualities any variety may possess. You may select from us with assurance.

NEWER AND BETTER VARIETIES

We are in position to offer you also both reliable and popular older varieties and new improved varieties we have found worthwhile. We are anxious to help you select varieties best suited to your location and requirements.



Strawberry and Raspberry plants grown on new land are more apt to be disease free. The above piece of woodland will be a fine field of strawberry plants within a couple of years.

We are continually opening up new land, usually planting two to four cover crops to supply humus which makes for healthy plants.

OUR AGREEMENT TO YOU

We guarantee our nursery stock to be just as represented in our catalog, of good quality, free from disease and absolutely true to name; also to reach customers alive and in perfect growing condition. We will at our option, either replace free of charge, or refund purchase price on any stock that arrives in bad condition, providing claim is made within ten days after arrival. After ten days it is mutually agreed that stock is satisfactory.

If stock is unsatisfactory on arrival, be sure to get a signed statement from your express agent or postmaster showing extent of damage, and send this along with your claim. Do not return plants unless we instruct you to do so.

Success in growing depends upon planting and care, soil, climatic conditions, conditions we cannot control—hence is not guaranteed. It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. It is understood and agreed between the customer and ourselves that the purchaser's order and our acknowledgment of its receipt, shall constitute a mutual acceptance of the above terms and conditions.

WALTER K. MORSS & SON

CERTIFICATE OF NURSERY INSPECTION

The Commonwealth of Massachusetts
State Department of Agriculture

Official Certificate No. 102

TO WHOM IT MAY CONCERN:

This is to certify that I have this July 21, 1949, completed the inspection of the nursery stock of Walter K. Morss grown at West Boxford, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

(Signed) Q. S. LOWRY, Director

Inspected by
H. L. Bain

SET THEM EARLY

The most important single thing in growing strawberries is to set plants early. With no other crop, is early spring setting so all important. A good start and growth is easy if—plants are set early so they can get the benefit of the early spring rains and while the soil is cool and moist. Late setting is never as satisfactory. We set ours in March and April when possible, and try to have them all set by April 20th.

Time of setting may vary considerably depending on your locality. We usually start digging plants about April 1st and sell through April and May—also in October and November for fall setting.

FRESH DUG PLANTS

We ship only fresh dug plants and pack them in sphagnum moss, which insures their arrival in perfect condition for planting. See our guarantee.

TRUE TO NAME

We use every precaution to have our plants true to name, and if any should prove otherwise we will replace, but in no case will we be responsible for any sum greater than that paid for the plants.

PERFECT FLOWERING

All varieties of strawberry plants we sell are perfect flowering, and need no other variety to help pollenize.

WHEN TO ORDER AND HOW TO SHIP

Order early, as soon as you have decided which variety and how many you want. Write plainly so we can get your name and address correctly for prompt acknowledgment or shipment.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large or if the distance is great. We do not prepay express charges.

PARCEL POST is generally cheapest and most satisfactory for small shipments in adjoining and nearby states. We advise having plants sent by Parcel Post whenever possible. Parcel Post deliveries are prompt and satisfactory.

We ship strawberry plant orders **PREPAID** up to and including the fourth zone by Parcel Post or a distance from Bradford, Mass., of approximately 600 miles. All orders over the 4th zone add 5 per cent to your order for **SHIPPING CHARGES**.

Instruction to Purchaser: **TERMS** cash with order. Remit

by money order, bank draft, cash in registered letter, or personal check.

PACKING—no extra charge is made for packing.

TIME OF SHIPMENT. We ship during months of April, May, October and November.

LATE SHIPMENTS. All plants ordered shipped after May 30th will be packed and shipped in best possible condition, but at purchaser's risk.

STRAWBERRIES

PREMIER (Howard 17) EARLY

The Frost Proof Berry.

Premier is the only strawberry that we feel can be called Frost Proof. Other good varieties are frost resistant. It has taken many years of heavy cropping to make the frost proof claim a fact. It is probably the safest strawberry of all to plant in the middle and northern states and the higher altitudes as far south as North Carolina and Tennessee.

Catskill will do well in the same territory. Premier is a most prolific berry and we believe more good pickings can be had from a Premier bed than any other variety. There have been years with us that Premier has given us long picking seasons. We were still picking them when the late varieties were about done. Under favorable conditions yields of 5000 to 8000 quarts to the acre are not uncommon.

The weakest point about Premier is the fact that in hot wet weather at fruiting time it tends to rot too much if beds are left unmulched or have become too thickly matted.

We sell more Premier and Catskill strawberry plants in New England than all other varieties combined.

HOWARD 17

Howard 17 was the original name of Premier. The varieties are exactly the same. It's a wonderful berry no matter which name you use.

CATSKILL

The Best of the mid-season varieties. It does best, like the Premier (Howard 17), in all the northern states as far west as the Mississippi Valley and in higher elevations as far south as North Carolina and Tennessee. It is also very hardy.

Most growers in New England plant Premier (Howard 17), and Catskill if no other varieties, as they are the best croppers in this section.

Catskill will prolong your picking season several days

when planted with Premier (Howard 17) which are early, while Catskill are mid-season to late.

ROBINSON (Scarlet Beauty)

We fruited Robinson first in 1945 on very heavy ground, and our season was wet, so it did not have a fair trial. In 1946 our bed was on light land and our crop was most wonderful. Berries very large, shiny red and we got 10c per quart more than any other variety. Their size and shiny appearance made such a fancy box. We believe that Robinson, like Howard 17, Catskill, Pathfinder and Sparkle, will do best in our northern states. Robinson is one of the highly recommended new varieties that every grower should try.

Robinson and Scarlet Beauty are identical varieties. If purchased by either name it is a most outstanding berry.

PEARL (Late)

A good late variety but not as good a cropper as Catskill or Premier. It makes plants freely and berries are large, making a very attractive box.

PATHFINDER (Early to Mid-Season)

Introduced several years ago by the New Jersey Experiment Station. Berries medium large, smooth, uniform, attractive in appearance. Best suited for growers where markets are near. We have been fruiting Pathfinder for many years and have found it a heavy producer, especially under drought conditions. Plants are very vigorous. Berries are very good quality and flavor. It has been a very profitable berry with us. Pickers like to pick the berries, they fill up the boxes so fast. It is quite resistant to red stele.

SPARKLE

A new variety, gaining in popularity. It is recommended for states from New Jersey north. Many growers think the quality better than Premier or Catskill. It is certainly a more shiny and attractive berry. It resembles the Pathfinder in shape but makes a prettier box. In tests for freezing it ranks near the top. We recommend it very highly for trial.

ELGIN

This is the latest of any variety we have tested. It is free of disease and a great plant maker under normal conditions. Its roots are short so should be on medium heavy land. The berries are the largest we have, even larger than the Robinson. The berry is rather dull in appearance but the size offsets that. If you are looking for a late berry it is worthy of a trial.

FAIRFAX

Cross between Premier and Royal Sovereign. A high quality berry, very large and the sweetest of any we have grown. If you wish to treat your friends to something very special, Fairfax is it. The Fairfax berries have a tendency to turn dark in holding, but the quality is so fine it more than offsets that. They rank near the top for freezing and firmness, along with Sparkle. The foliage is beautiful and so are the blossoms, nearly as big as small roses and are very suitable for decorating garden borders.

Try Fairfax for quality, firmness and for quick freezing.

FAIRLAND

Fairland (U.S.D.A. 3205) is a cross of Aberdeen and Fairfax. Resistant to red stele diseases. Plants are very productive, ranking with Premier and Catskill in yield. Adapted to any region where Premier or Catskill is an important variety.

Berries ripen two to six days after Premier, are bright red and somewhat firmer than Premier. Medium to large in size. Recommended for freezing and long distance shipping.

VAN ROUGE

From the Horticultural Experimental Station, Vineland Station, Ontario, Can. Plants are strong and healthy and make fine rows of fruit, are good size, bright red color, good for canning and considered one of the best for quick freezing.

MIDLAND

One of the best new varieties in years. It is a vigorous grower—tremendous yielder. Berries are of high quality, very firm, darker than Premier, but not so dark as Fairfax, shiny appearance and are good for freezing.

We think every strawberry grower should give this berry a trial.

TEMPLE

Temple is a masterpiece of scientific breeding. If in your section you have been troubled with red stele or root rot disease, this is the berry for you to plant. It will grow and produce in abundance on soils infested with red stele. It is a fine variety apart from its being resistant to red stele. Berries are medium to large, light red and have a brilliant calyx, which presents a fine appearance. Produce buyers agree that Temple is definitely a good commercial berry.

VALENTINE (Extra Early)

Decidedly the earliest, good commercial strawberry. Most of the Valentine berries are off the plants when the good pickings of Premier and Howard 17 are ready. It stands up very well under drought conditions and is as firm a berry as Fairfax. The plant growth is exceptionally large and plants very free of leaf spot or other diseases. Valentine was developed from a cross between Premier and Vanguard and will do well on most soils. Berries are same size as Premier but a little darker.

The darker berries, such as Fairfax, Sparkle and Valentine, are usually much sweeter and make good freezing berries.

GREAT BAY

A new heavy June bearer, originated and just released by the University of New Hampshire. A cross between Catskill, and Simcoe, of Canadian origin. Plants are very large and space themselves well.

I saw this berry at the first picking at Durham, N.H. last June and have never seen a larger crop of berries on any bed. It outyielded Catskill.

REDWING (N. J. No. 347—Mid-Season)

A new variety and well worth a trial. Mid-season to late, a very large, attractive, good quality, firm, red berry. Red stele resistant.

JULY MORN (N. J. No. 225—Late)

A vigorous, firm, large, very productive dark berry. It is a good variety to lengthen the season and an excellent variety for freezing. Red stele resistant. Needs a heavy soil.

MAYTIME (Early)

U. S. D. A. seedling released in 1941. Berries are firm, light and good quality. It is one of the earliest varieties and makes plants freely. Well worth a trial.

RED CROP

This variety originated by the New Jersey Agricultural Experiment Station. It ripens two to four days after Pathfinder and about a week before Sparkle, has a long season of picking, is a stocky plant grower, and so far has demonstrated a resistance to red stele disease. It is a heavy yielder of large high quality, firm, attractive deep red berries and is a good freezer. The above reports of this promising new berry are from the N. J. Station.

EVERBEARING STRAWBERRIES

GEM (Everbearing)

Surpasses other varieties of everbearing strawberries in that it does well on most any kind of soil. It makes plants freely and makes a heavy fruiting row. It starts fruiting about eight weeks after planting. Berries are a sparkling bright red, firm, stand shipping well, have a rich flavor something like a wild strawberry. Berries bring highest prices in the market. In New England we keep all blossoms picked off until about July 1st. In two or three weeks the berries will start to ripen, the bulk of the crop coming in August and September when prices are highest. If you have never planted Gem, we urge you to try them. You have a real treat coming.

EVERMORE (Minnesota 1166) (Everbearing)

With us a heavy producer and plant maker, making more plants probably than any other everbearing variety. The berries are firm and do not soften but rather dry up like a blueberry. It does best in northern states. Berries are of good quality but not quite as attractive as Gem we think. It is well worth a trial.

NEW STREAMLINER (Everbearing)

Wonderful flavor, large size, healthy foliage and a great producer. Probably the most outstanding of all the new everbearing strawberries. Begins to bear about fifty days after planting if set in April or May, with two crops the following year. It is perfect flowering as are all our strawberry plants. It is especially hardy, does well on most any soil and under all weather conditions. A good producer. Will give you a good crop the first year. Plant them for pleasure and sell your excess for profit. Most of crop comes in July and August while prices are high.

SUPERFECTION (Everbearing)

Originated in northern Michigan by the man who discovered the famous Gem Everbearer. Berries are exceptionally large, shape roundish, and dark red all the way through, of firm texture and will stand long distance shipping.

It starts ripening its fruit in June and continues on until November, and produces another fine crop the following spring—two crops in one year. It does well on most any kind of soil and will form fruit stems on runner plants. One hundred plants should produce enough berries for an average family.



The Walter K. Morss & Son Plant Farm where plants of fine quality are grown.

Building at right contains our packing and shipping rooms.

FALL PLANTING

Remember, we do not start shipping plants in the fall until about October 15th. You have around six weeks after that to set them here in New England, and some years plants can be set up into December. Any time the ground can be worked before freezing, plants can be set.

Cover plants set in the fall with a little pine sawdust after the ground freezes, to keep them from heaving. Eight or 10 inches in diameter and one half an inch deep is enough for strawberries. Brush it off the crowns in the spring, leaving the rest on the ground to work into the soil

Pine sawdust around most any small fruit plants in the fall is a good thing to prevent heaving. You will find fall set plants make more runners than when set in April and will bear a larger crop. It will save much valuable time in the spring that can be used for other work.

From our own experience, we can highly recommend fall planting.

STRAWBERRY CULTURE

Strawberries are one of the easiest fruits to grow. Good land, good cultivation, good plants and good judgment will assure success.

First

Plant early in the spring, just as soon as weather conditions permit preparing the soil.

Second

Renew at least part of your plantings every year. A planting is usually considered good for two years fruiting, with proper cultivation and favorable weather. Normally with second year beds, blossoms appear earlier and are therefore more subject to frost damage. Berries are usually smaller than the first year's fruiting. By renewing at least part of your plantings each year, you will be assured a more constant supply of the finest quality berries. Taken year after year, strawberries are the most productive and among the most profitable of the small fruits. Berries every year are your assurance of highest returns.

Third

Set good plants. Quality and vitality of plants will largely influence growth and production. Vigorous, healthy plants assure high yields and big returns.

Soil

Select good soil, well supplied with humus (cover crops, and well drained. Land that has previously had thorough cultivation is best

Preparing the Land

When plans can be made ahead, it is well to plow down a cover crop preceding planting strawberries. This will increase fertility, improve physical condition and also aid in retaining moisture. Plowing down weeds in the fall while green is also a good practice, adding humus and preventing the maturing of seed. The land should be plowed as early in the spring as possible and harrowed and dragged until a firm, even plant bed is formed; rows then marked out three and one-half to four feet apart. A horse-drawn marker is best with a large planting. With a small planting a line or hoe is satisfactory.

Time to Plant

Early spring is the best time to set strawberry plants. Plants should be set as soon as the ground can be worked. Light frosts that do not heave the ground will not injure the plants. We cannot stress too greatly the importance of early planting. The plants are then fully dormant and the weather is most favorable to their becoming established.

Early planting is the most important single factor in successful strawberry culture. April in the North; March and April in the Central States.

Care of Plants

Before setting, the roots should be covered with water so that they may soak up all water possible. This will aid in carrying the plant until feeder roots can be sent out. Before and during the planting, keep plants protected from wind and sun, and moist at all times. If plants cannot be set soon after arrival, they should be removed from the crate, the packing material moistened, and repacked loosely. Stored in a cool, damp place they will keep in good condition three or four days. If plants must be kept longer, should be kept in commercial cold storage around 32 degrees, or the bundles should be opened and the plants heeled in a V-shape trench. *A few cautions on heeling in:* spread the plants thinly so the soil contacts all roots, pack the soil firmly back in the trench up even with the crowns. Keep shaded and water thoroughly, especially if weather is warm.

Planting

The important points are to have roots straight down with the soil packed firmly for their entire length and the crown even with the surface. Proper depth is very important (see illustration). Roots should be clipped if too long to get in straight.



Too Deep

Too High

Just Right

Fertilizer and Manure

Well rotted stable manure, compost or similar materials are very good for strawberries. May be applied just before soil is prepared or if used on the preceding crop, results are practically as good. Complete commercial fertilizers (approximately a 5-10-4 mixture) give good results and are used by many successful growers. To aid the plants in getting a vigorous start, fertilizer may be applied broadcast and thoroughly worked in the soil a week ahead of setting plants, or may be applied as a top dressing at the first cultivation after plants are set. Apply evenly and brush off any that may be on the leaves. Six pounds per 100 feet or row or 700 pounds per acre is ample for this application. Chicken manure mixed two parts manure to one part 16% superphosphate make a satisfactory material. Top dressing in the late summer will usually increase size and yield, especially on thin soils. Five to seven pounds per 100 feet of row or 600 to 800 pounds per acre of a 5-10-4 mixture usually give good results. Chicken manure and commercial fertilizers are caustic. Applying evenly while the foliage is dry will prevent possible injury.

Mating Varieties

All the varieties we offer are perfect flowering and will produce a full crop when planted alone. Varieties will not mix.

Mulching

Mulching is a good practice, and is necessary in the colder climates. Mulch should be applied at the rate of about three tons per acre or beds covered two inches deep just before the first hard freeze, if possible. Straw, strawy stable manure, wild hay, marsh grass are materials commonly used. Mulching will prevent winter injury and heaving of the plants from freezing and thawing. In the spring, as growth starts, rake mulch into alleys where it helps to keep the berries clean and also conserve moisture.

Spraying and Dusting

As strawberries are seldom subject to any serious damage from disease or insects, spraying or dusting is not commonly practiced. Setting healthy plants of varieties immune or resistant to disease is much more desirable.

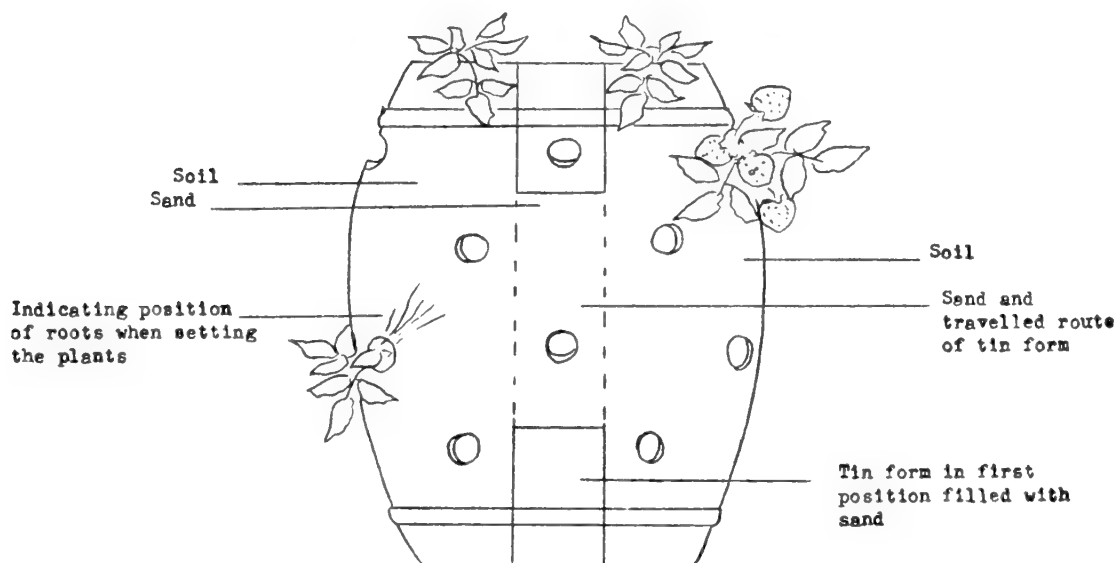
Distance to Plant

Plants should be set 15 to 30 inches apart (distance should vary according to the bedding habit of the variety) in rows 3½ to 4 feet apart.

Plants required per acre at various planting distances:

Rows	Distance in Rows	Plants Per Acre
3½ feet apart	15 inches	10,000
3½ feet apart	18 inches	8,325
3½ feet apart	24 inches	6,225
3½ feet apart	30 inches	5,000
4 feet apart	15 inches	8,750
4 feet apart	18 inches	7,300
4 feet apart	24 inches	5,425
4 feet apart	30 inches	4,375

INSTRUCTIONS FOR THE MAKING OF A STRAWBERRY BARREL



The Strawberry Barrel is becoming more popular in the east than it has been on the west coast, where it has been used in home gardens for years. It has two definite purposes. The first—it is a space saver; second—it is an ornamental novelty, which is very attractive in any formal garden, corner of a lawn, or terrace. Any type of barrel may be used, even a nail keg.

For the purpose of explanation, we will deal with the construction of a Strawberry Barrel, making use of an ordinary nail keg. The whole secret in the successful operation of a Strawberry Barrel is in the irrigation core by which the barrel is kept watered. Contrary to many articles that have been written in magazines and U. S. D. A. bulletins, we find that a core of sand is much more preferable than the old idea of a perforated metal tube, even though the tube may be packed with spagnum moss to operate as a wick. The sand core can be

easily constructed by using an ordinary No. 2½ fruit can, and cutting out both the top and bottom with a smooth cutter, leaving only the cylinder, which is to be used as a form.

After boring the holes in the keg, 2 inches in diameter and 6 inches on centers, and having available 25 everbearing strawberry plants, you are now ready to build your barrel.

Place the tin form in the center of the barrel and fill it with sand. Around this place ordinary good fertile garden soil, bringing the level to the bottom of the first row of holes. Then thread the roots of your plant from the outside in through the hole, as you would thread a darning needle, laying them on top of the soil with the roots in an upward position at about a 45 degree angle. This angle of the roots will allow for the settling of the soil and after settling, they should be on a horizontal position in the barrel. If the plants are originally placed in a horizontal position, the soil will settle, pulling the plant in through the hole, which will result in the death of the plant.

The first layer of sand, garden soil and the first row of plants having been placed in the barrel, you then pull the tin cylinder to the surface and repeat the operation. Each time that a layer of sand, soil and a row of plants are set, the can is pulled toward the top and after the setting of the last row at the top of the barrel, it may be left to be used as a funnel or removed entirely. Three to five plants should be set in the top of the barrel, leaving the center free for the purpose of watering.

The use of an ever-bearing plant is suggested, because of the continued activity of the plant throughout the season, and as long as the plant retains your interest, it will have your attention for watering. As long as the barrel is watered, it will continue to grow and bear blossoms and fruit.

Come fall and freezing-up time, wet the barrel down as you do your evergreens, and allow it to freeze up in its normal location. In the spring, it will thaw out and continue to fruit for another year, and at the conclusion of the second growing season, the plants will have used their vitality, and a new barrel should be constructed the following spring.

Sunlight is also an important factor in the successful growing in a barrel. A small barrel or keg should be given a half turn at least twice a week. If a full-size barrel is used, it should be placed on castors or some other arrangement for turning, because when full of soil the weight will approximate 400 lbs. to 500 lbs. If, however, this is not convenient, then the plants should only be set on the east, south and west sides of the barrel, because plants set on the north side will not thrive. The number of plants required for the larger barrel would be about 60 or more, according to the size of the barrel.

Under normal conditions, a barrel the size of a flour barrel

or larger should bear between 15 and 20 quarts the second season, with perhaps half this amount the first season. If, however, you choose to use a June variety of berry in the larger barrel, the picking should equal a quart about every other day. The danger in using a June variety of berry is that at the conclusion of picking, the average individual is very apt to neglect the watering for the balance of the season, and if so, will then find themselves without a fruiting barrel the following season.

RASPBERRIES

MADAWASKA RED (Early)

A wonderful berry everywhere—Middle Atlantic States north nearly as early as the earliest, and larger than any of its season. The cane growth is hardy and tough and we believe will stand our northern climate as well or better than most red raspberries. We think so highly of it we are setting more of this variety than any other just now. (Supply very limited.)

SUNRISE RED (Early)

A cross between St. Regis and Latham—very hardy and resistant to disease. A good cropper, medium size and fine flavor.

It has been more resistant to anthracnose, leaf spot and spur blight. The special value of Sunrise is its earliness. It will average ten days earlier than Latham.

LATHAM RED (Mid-Season)

The leading, most productive money making red raspberry in most every part of the country. Bright glowing red and holds its rich color and flavor when canned. Plants are vigorous and do not require expert attention. A Latham raspberry patch will last for years. Be sure and secure healthy, "mosaic free" stock. Its marvelous keeping quality makes Latham a most popular shipping and freezing variety. Berry is very large, round and firm.

GATINEAU RED (Very Early)

This Red Raspberry was bred at Ottawa, Canada, from Newman and Lloyd George, makes a heavy cane with us and berries are larger than any of the earliest Red Raspberries we have. The berries seem to ripen as early as O-263 but the whole crop does not ripen as quickly. It looks to be very promising and we recommend it for trial.

MILTON RED (Late)

An apparently mosaic free Red Raspberry. In test plantings here in Massachusetts, over a period of five years, Milton has shown no trace of mosaic. For that one reason it should

be worth a try for any home or market garden. It is a late variety ripening several days later than Latham or Taylor. Plants are very hardy, productive, and vigorous growers. Berries are large, bright red, firm, and good shippers, resembling Taylor in size and color.

MONROE RED (Early)

A cross between Cuthbert and Newman from Geneva. Resembles Cuthbert in cane and fruit, but fruit ripens much earlier in the season. It does well on a medium soil with us.

O-263 RED (Early)

An Ottawa variety and very early, as early or earlier with us than Sunrise. It is a medium size berry of good quality and its strong point is its earliness, when prices are high. Sold out until fall of 1950.

EVERBEARING RASPBERRIES

INDIAN SUMMER (Everbearing)

Two crops a year raspberry. Bears a big crop in June and another in the fall. Hardy, everbearing, disease resistant. We consider it the best everbearing variety ever placed on the market. Berries are large, conical, good quality, medium red in color. Indian Summer is for home consumption rather than for commercial shipping. Spring season is very early and fall crop comes in Mid-Sept. and continues until hard frost in early Nov. Bulk of crop comes in Oct.

DURHAM (Early) (Everbearing)

A new creation in everbearing raspberries from the University of New Hampshire. Two to three weeks earlier than Indian Summer everbearing. If you live in a section where early frosts get most of your fall crop, try Durham. It has a large fall crop of fine flavored, good sized berries.

How to Grow Durham

Cut all canes back to the ground in the fall. Your crop will come on the new canes, which practically eliminates raspberry diseases, as there are no canes to carry over winter. The crop of berries is nearly as big as any of the standard spring bearing varieties, with the great advantage that berries come off season, when prices are highest. Supply very limited.

DURHAM PRICES 12 for \$3.00 25 for \$5.00

GATINEAU	MONROE
LATHAM	MADAWASKA
MILTON	SUNRISE (Very Early)
INDIAN SUMMER (Everbearing)	

Raspberry Prices—Other Than Durham

25	\$3.50	50	\$6.50	100	\$12.00
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Shipment Prepaid by Parcel Post up to 4th zone or about 600 mles from Bradford, Mass.

If greater distance than 600 miles from Bradford, Mass., order will be sent express collect but following prices will prevail:

25	\$3.00	50	\$5.75	100	\$11.00
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RASPBERRY CULTURE

Select a good piece of ground that is slightly elevated and prepare the soil thoroughly. It is advisable to spread the land with manure before planting. Spring planting is considered the best in most sections. For hill system the usual distance to plant is 5 ft. by 5 ft. If the hedge system is desired, plant 3 ft. apart in rows which are 5 to 7 feet distant. Before planting, the tops should be cut back to 6 inches or less, and plants should be set slightly deeper than they formerly grew. Cultivate frequently enough to retain moisture and kill weeds, but be sure not to cultivate over 2 to 3 inches deep next to the plants. After the fruiting season remove all fruiting canes, cutting them close to the ground and burning them. This will help prevent disease and greatly aid new growth. Do not allow over 8 to 10 canes to grow to the plant. Remove all weak canes and suckers, so as to throw all the strength into the young bearing canes. Topping canes in the early spring will strengthen the canes and aid in picking. Raspberries respond readily to fertile soil, and sufficient fertilizer or manure should be used to keep the soil in good fertile condition.

BLACKBERRIES

ELDORADO

A heavy yielding blackberry that spells success everywhere. The heavy producing quality of Eldorado has placed it first among blackberries. About every good quality possessed by other blackberries is emphasized in Eldorado. It has a sweet fine flavor, shiny jet black and its berries are of enormous size.

For home or commercial planting, it is equally good. They ripen just after the raspberry season when but little other fruit is available. They are the last of the spring and summer berries and the trade is willing to pay well for them.

Its sturdiness and freedom from disease, especially orange rust, the common enemy of all blackberries, has made Eldorado the leading variety with commercial growers.

Blackberry Prices

25	\$3.50	50	\$6.00	100	\$11.00
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Shipment Prepaid by Parcel Post up to 4th zone or about 600 miles from Bradford, Mass.

If greater distance than 600 miles from Bradford, Mass., order will be sent express collect but following prices will prevail:

25	\$3.00	50	\$5.75	100	\$10.50
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CULTIVATED BLUEBERRIES and HOW TO GROW THEM

Probably no fruit has undergone greater improvement within the past few years than the blueberry. Improved named varieties now offered are the result of cross breeding the native wild blueberries, which are now miniature berries compared with the new hybrids, which grow in such large clusters. The demand for this new fruit, fresh, frozen or canned, is tremendous.

These hybrid blueberries make a most profitable crop.

These bushes make a most attractive ornamental shrub for the lawn or for hedges.

Three or four different varieties should be planted to pollinate. They can be planted in any good garden soil and should bear a few berries the first year.

Blueberries require an acid humus soil. If your soil is deficient in humus and acid, we recommend making a heavy application of peat moss, rotted sawdust, decayed leaves or some other such material. It is better not to use any commercial fertilizer the first two or three years.

We can furnish this delicious fruit in the following most popular varieties.

Blueberry Prices

	2 Plants	4 Plants
3 yr. No. 1 12" to 18"	\$2.70	\$4.85
(Shipment Prepaid)		

10 Plants	25 Plants
\$12.00	\$25.00
(Shipped Express—Not Prepaid)	

June (Early)	Concord (Mid-season)
Rancocas (Early)	Burlington (Late)
Dixie (Mid-season)	Jersey (Late)
	Rubel (Late)

These plants are shipped with ball of earth which helps greatly when transplanting.

GRAPES

CONCORD (Blue)

The most popular grape in this country for over fifty years. It bears large bunches of sweet, juicy blue-black grapes every year. Ripens in October.

FREDONIA

An early blue-black grape that ripens three weeks earlier than Concord. Vine is very disease resistant, vigorous and productive and makes new wood so fast it bears the second year. Fruit is juicy, solid and of fine quality.

CACO (Red)

Most popular red grape. Extra large, rich and sweet, delicious flavor. A rapid grower, early and heavy bearer.

DELAWARE (Red)

Berries are light red, sugary and delicious. One of the very best small red varieties. Brings highest prices in the market. Excellent wine grape.

NIAGARA (White)

The best known and most popular of all white grapes. Ranks with Concord in heavy bearing, size and fine quality. Medium compact, large bunches, very juicy and excellent flavor. It makes a fine long distance shipper and is a hardy, vigorous grower.

PORTLAND (White—Early)

Ripens three weeks ahead of Niagara. Production is heavy, young vines bear early, and bear good crops every year. Berries are of good size, fine and sweet in flavor. Introduced by New York Experimental Station and is proving an excellent profitable grape because it ripens so early and its quality is so good.

Prices of Grapes (Strong No. 1 Vines)

All Varieties—Two Year Plants

Each 50c

Five \$2.25

Ten \$4.00

SPECIAL—RED, WHITE & BLUE COMBINATIONS

1 Concord

1 Fredonia

1 Niagara

or

1 Portland

1 Caco

1 Delaware

for \$1.25

for \$1.25

(Shipment Prepaid)

GRAPE CULTURE

Set the vines deep enough to cover the main stem and in holes large enough for the roots without crowding—eight feet apart each way is ample planting distance.

Many growers prefer to cut off several inches of the roots when planting. Tops can be cut back to three or four buds. Clean cultivation or mulch in the early part of the season. Well rotted manure and good drainage are quite beneficial. It is well to set a stake with each vine when planting. The first year—train one shoot only up to the stake. Dusting sulphur or Bordeaux Mixture during rainy periods along with arsenate of lead during early summer will control mildews and berry moth. Trim your grape vines in December or January or any time plants are fully dormant.

ASPARAGUS

MARY WASHINGTON

Easily grown and very profitable. The first cash crop in the spring, it always brings a high price on the market. Properly cared for, an asparagus bed lasts 20 years or more.

Asparagus Prices

Large No. 1 Plants			
25	\$1.25	100	\$4.00
50	2.25	400	15.00

Rust Resistant

Growers everywhere are discarding all other varieties in favor of Mary Washington, because it is earlier, stalks larger, more tender and more productive than any other variety and very immune to rust. One of the most paying crops you can raise.

Do not cut first two years. After bed gets well established asparagus can be cut for about two months, usually during May and June. For home gardens set roots 12 to 15 inches apart in rows two to three feet apart. Set them at least six inches deep, cover with a little soil and gradually fill trench as plants grow. For field setting, have rows four to five feet apart.

PLANTING INSTRUCTIONS INCLUDED

WITH ALL SHIPMENTS

Easy to follow directions are included with your plant order. If this is your first experience you will be delighted to see how amazingly easy it is to grow your own berries.

Sandwich Rd.
Plymouth, Mass.
April 19, 1949

Walter K. Morss & Son

Dear Sirs:

Received your shipment in wonderful condition on April 14th. Thanks. Will you please send me three cultivated blueberry bushes—1 Concord, 1 Rubel, 1 Jersey, as soon as possible.

Sincerely yours,

Richard W. Bramhall

Charlemont, Mass.
October 18, 1949

Walter K. Morss & Son
Bradford, Mass.

Gentlemen:

Enclosed find check for the following raspberry plants: 50 Gatineau and 50 Monroe.

The strawberry plants you shipped me last spring were received in fine shape and have made phenomenal growth despite the dry season.

Very truly yours,

Gen. Herbert D. Gibson

Union St.
Duxbury, Mass.
April 20, 1949

Dear Mr. Morss:

Please send me 200 Catskill, 100 Premier and 25 Gem strawberry plants. I want you to know I was very pleased with the plants I ordered in 1947—didn't lose one.

We liked the Catskills very much, such fine large berries.

Very sincerely,

Edwin L. McAuliffe

Old Post Road
Kittery, Maine
October 27, 1949

Walter K. Morss & Son

Dear Sir:

I received the strawberry plants and was very much pleased with them.

Yours respectfully,
John J. Hoadley

Box 129
Brattleboro, Vt.
April 22, 1949

Walter K. Morss & Son

Gentlemen:

I today received the 100 Gem strawberry plants I ordered from you and was delighted, surprised and pleased with their quality. I'll certainly remember your promptness, and the way you fill your orders to the customer's satisfaction.

Sincerely yours,
Ed. Fitzgerald

Hope Valley, R. I.

Walter K. Morss & Son

Dear Sirs:

Thank you so much for the prompt shipment of strawberry and raspberry plants—24 hours from the time I telephoned, they were all planted. They were beautifully packed and arrived in such good condition.

Glad to learn of your firm.

Sincerely,
Mrs. Edna M. Kenyon

Limerick, Me.
March 8, 1949

Walter K. Morss & Son
Bradford, Mass.

Gentlemen:

Enclosed please find my order for 200 Catskill and 200 Temple strawberry plants. The plants I bought from you last year were the best I have bought in twenty years and have done wonderfully well in spite of our very dry season.

Phillip E. Orr

Please write below the names and addresses of any acquaintances and friends who might be interested in or buyers of grape, strawberry, raspberry and blueberry plants or asparagus roots and we will send them a catalogue.

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ORDER EARLY

Many of our customers were disappointed last year by not ordering early. Our supply is limited on a few varieties that did not make enough plants on account of the very dry, hot summer of last year.

Secure your order by sending it to us early.

WALTER K. MORSS & SON

BRADFORD, MASS.

Send to R. F. D.

Post Office Box

Ship by Parcel Post ().

Ship by Express (). Shipping Station

County or Street State

Date of this order 1950 Ship about 1950

Amt. Enclosed: Check \$..... Money Order \$.....

Stamps \$..... Cash \$.....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

[illegible]

26

STRAWBERRY PLANTS — PRICE LIST FOR SPRING AND FALL 1950

EARLY VARIETIES

	25	50	100	200	300	400	500	1000
	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
HOWARD 17	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
MAYTIME	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
MIDLAND	1.50	2.25	4.00	8.00	10.50	12.25	14.00	26.00
FAIRFAX	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
PREMIER	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
PATHFINDER	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
RED CROP	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
VALENTINE	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00

MIDSEASON VARIETIES

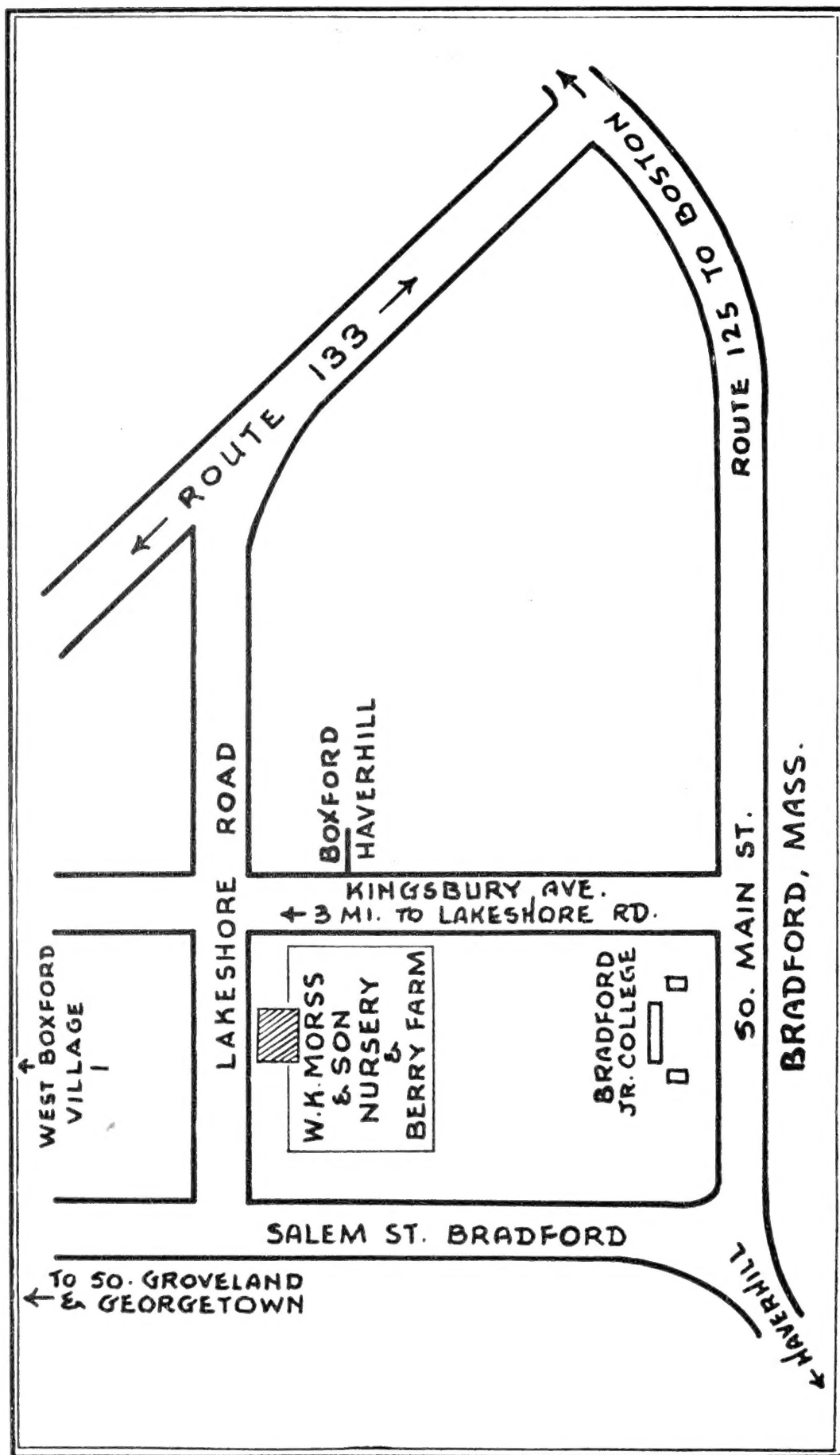
GREAT BAY	3.00	5.00	9.00	6.00	8.50	10.25	12.00	20.00
TEMPLE	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
FAIRLAND	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
ROBINSON	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
SPARKLE	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
SCARLET BEAUTY	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
REDWING	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
VAN ROUGE	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
CATSKILL	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00

LATE VARIETIES

ELGIN	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
JULY MORN	1.25	2.00	3.00	6.00	8.50	10.25	12.00	20.00
PEARL	1.25	2.00	3.00	6.00				

EVERBEARING VARIETIES

GEM	1.75	2.25	5.00	9.00	12.50	15.00	17.00	25.00
STREAMLINER	1.75	2.25	5.00	9.00	12.50	15.00	17.00	25.00
SUPERFECTION	2.35	4.00	6.50	12.00	15.00			
EVERMORE	1.75	2.25	5.00					



The Best Way to Get to Our Nursery and Berry Farm

If you are coming from Boston on Route 128, turn right on Route 133 and follow above map. If coming from New Hampshire, go to Haverhill, cross lower bridge to Bradford and follow above map.